

# When Usability Meets Social Media

**Strengthen Your Connections with Users**



**Yoo Young Lee**

Digital User Experience Librarian  
Liaison Librarian to the School of Health  
and Rehabilitation Sciences

**Willie Miller**

Liaison Librarian to the School of  
Informatics and the Department of  
Journalism and Public Relations



# Outline

- 01. Background @ IUPUI UL
- 02. Social Media (2015) @ IUPUI UL
- 03. Data Analysis
- 04. Lessons Learned
- 05. Tools



# 01. Background @ IUPUI UL

**IUPUI University Library**

**Campus Outreach Group (COG)**

# 01. Background @ IUPUI UL

## Social Media People



Willie Miller

Chair



Yoo Young Lee

UX



Taylor Leonard

External  
Relations



Alicia Añino

Admin.



Jenny Johnson

Digital  
Scholarship

# 01. Background @ IUPUI UL

## History



# 01. Background @ IUPUI UL

## Content Engagement

*“Real people responding in measurable ways to your content...”*

- Neil Patel

# 01. Background @ IUPUI UL

## Content Engagement: Key Objectives



# 01. Background @ IUPUI UL

## Social Media User Experience

### Measure

Check current practices and gather data



### Analyze

Investigate current practices based on data



### Modify

Change social media practices based on analysis



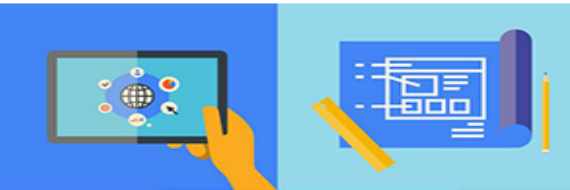
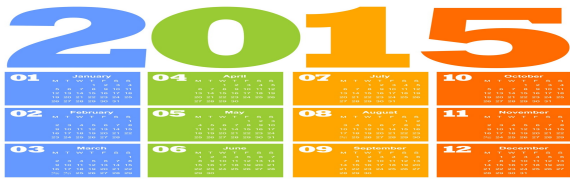
### Improve

People like and follow us more than ever!



# 01. Background @ IUPUI UL

## Key Goals

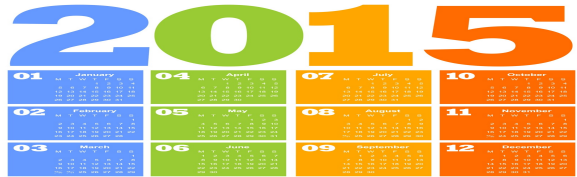


1 Post Often, Schedule and Spread Out

2 Cross-Post

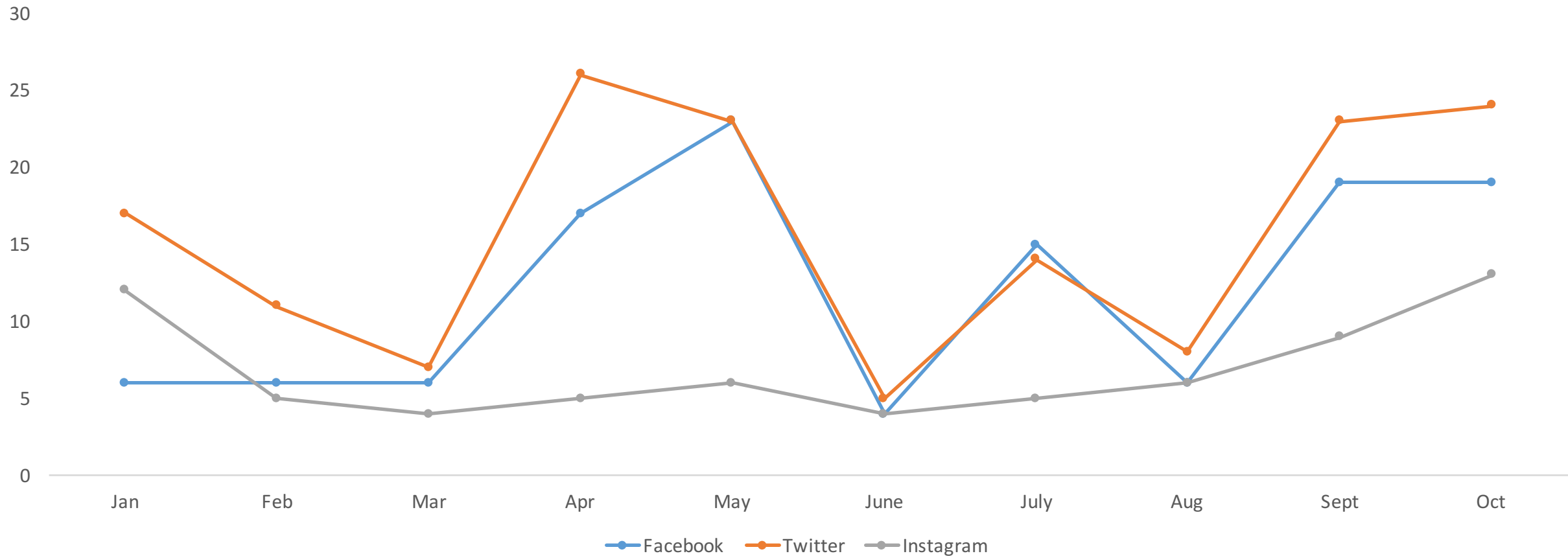
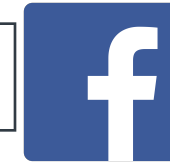
3 Content Diversification

## 02. Social Media (2015) @ IUPUI UL



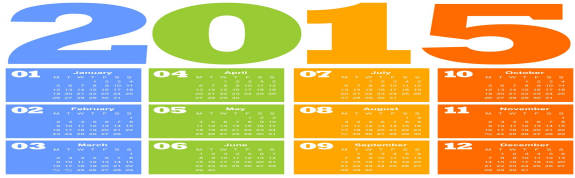
1

Post Often, Schedule and Spread Out





## 02. Social Media (2015) @ IUPUI UL



1

**Post Often, Schedule and Spread Out**



**12 Posts**



**16 Posts**



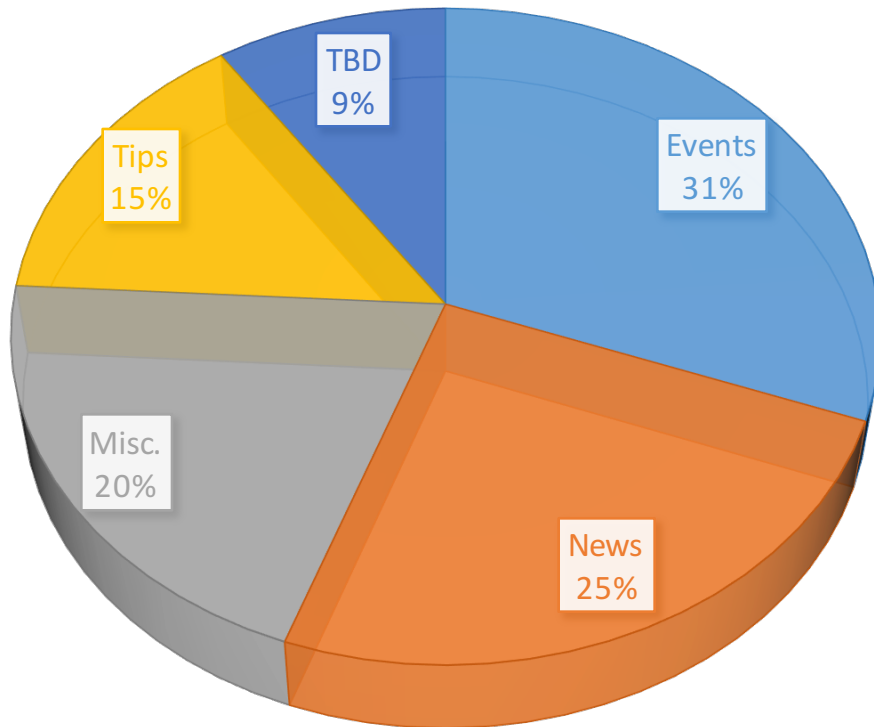
**7 Posts**

## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media



Events: 42 Unique Posts

News: 34 Unique Posts

Miscellaneous: 28 Unique Posts

Tips: 20 Unique Posts

Throwback Thursday (TBD): 13 Unique Posts

## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media

#### #Events: Pass the Jag



IUPUI University Library added 11 new photos to the album: Jordan the Jaguar, #passthejag — at IUPUI University Library.

Published by Willie Miller (?) · January 14 ·

Jordan the Jaguar of #passthejag fame stopped by the library today. Here are some moments from his visit.



University Library @IUPUI\_ulib · Jan 14

Jordan looked for a DVD to check out in the library's Pop Shop. He could keep it for 14 days. #passthejag



IUPUI University Library

lumckinneylaw, remyfolky, library\_willie, addydebq, lewisrs89 and engineering\_joe like this

IUPUI University Library Jordan found some books of interest. #passthejag

Add a comment...



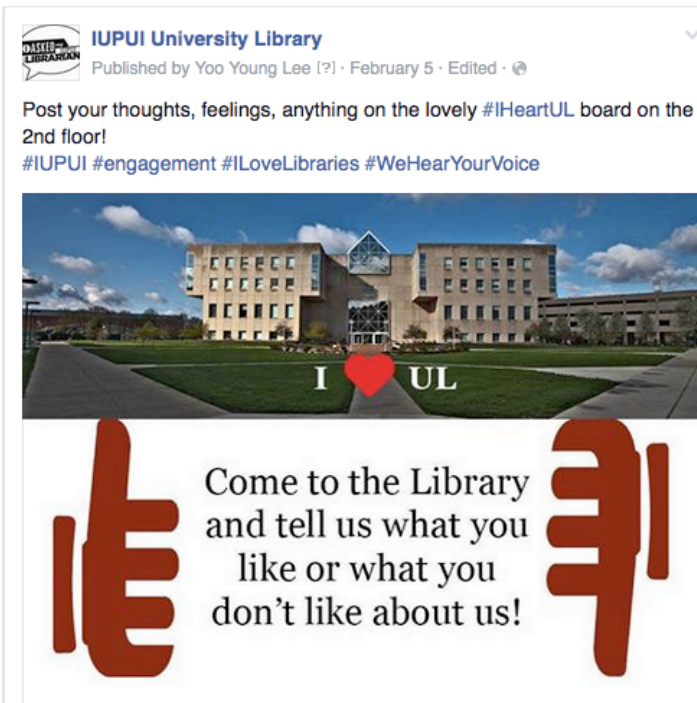
## 02. Social Media (2015) @ IUPUI UL



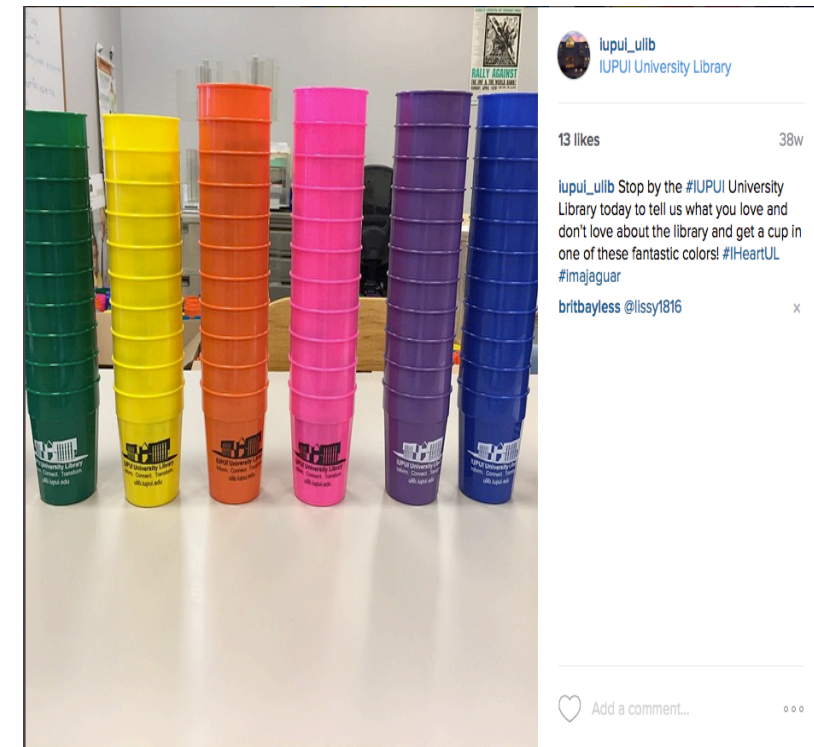
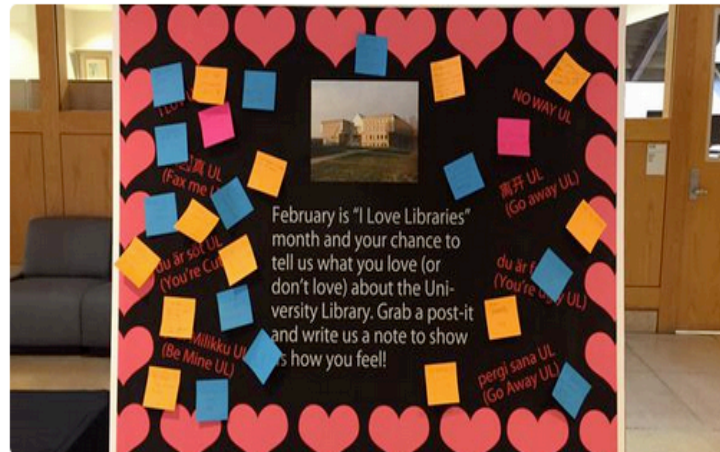
2/3

### Content Diversification across our Social Media

#### #Events: I Heart UL



University Library @IUPUI\_ulib · Feb 3  
Come to the @IUPUI\_ulib and tell us what you like or dislike about us!  
[#iupui](#) [#IHeartUL](#)



## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media

#### #Events: Earth Day



IUPUI University Library added a new photo.

Published by Alicia Irwin [?] · April 3 ·



University Library @IUPUI\_ulib · Apr 22

"The earth is what we all have in common." -- Wendell Berry. Happy Earth Day from the IUPUI University Library!



1



iupui\_ulib  
IUPUI University Library

14 likes

28w

iupui\_ulib #librariansonEarthDay #upcycle  
#cassettapes

britbayless @lissy1816



Add a comment...





## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media

#### #Events: Up Late



IUPUI University Library with Medo Alaklounk

Published by Yoo Young Lee [?] · May 3 ·

We're IUPUI University Library for your finals. Help yourself - coffee, tea, hot chocolate, snacks and more! #iupui #upLate #iupuiul



University Library @IUPUI\_ulib · May 4

Therapy dogs will be available for petting and playing tonight at 8pm.

#IUPUI #imajaguar



iupui\_ulib

11 likes

27w

iupui\_ulib Study late in #IUPUI University Library this Sunday through Thursday! #imajaguar #finalsweek

♡ Add a comment...

...

## 02. Social Media (2015) @ IUPUI UL



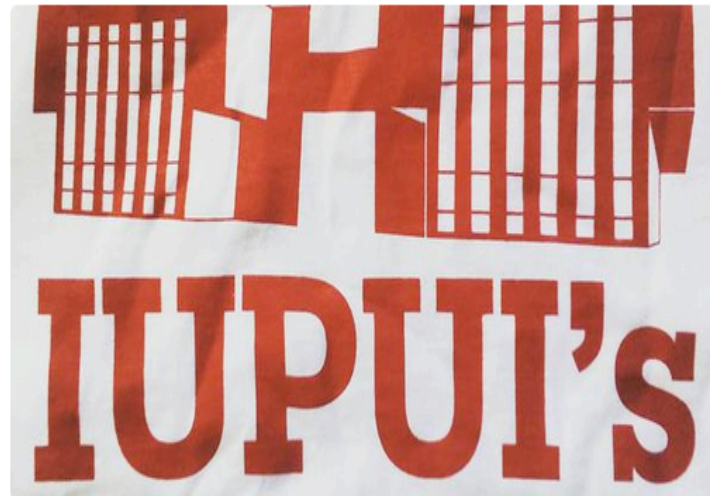
2/3

Content Diversification across our Social Media

### #Events: Welcome Week - JagSwag



University Library @IUPUI\_ulib · Aug 21  
Visit the library next week during Weeks of Welcome for popcorn, games, swag, and chance to win our new tee or tank.





## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media

#### #Events: Regatta



**IUPUI University Library** added 7 new photos to the album:  
2015 IUPUI Regatta — at Downtown Indy Canal.

Published by Alicia Inwifio [?] · September 21 ·

University Library Dewey Decimators 2015 IUPUI Regatta co-ed team



**University Library** @IUPUI\_ulib · Sep 14

Root for the University Library Dewey Decimators to PADDLE those @IUDentistry teams at @IUPUIRegatta this weekend.



**iupui\_ulib**

tashatamar, africanastudiesiupui, stotty\_15, library\_willie, itslibrarymarc, maddie\_mae and govewyou like this

iupui\_ulib #iupuiregatta deans paddle tool

♡ Add a comment...

...



## 02. Social Media (2015) @ IUPUI UL



2/3

Content Diversification across our Social Media

### #Events: Surprising 3D Jag



IUPUI University Library

Published by Taylor Leonard [?] · October 15 at 12:04pm ·

Come get your #libraryjag in the Pop Shop now!



University Library @IUPUI\_ulib · Oct 15

Get you #libraryjag while supplies last!  
#IUPUI #imajaguar #imatinyjaguar



IUPUI University Library

17 likes

3w

IUPUI\_ulib #libraryjag #iupui #imajaguar

darienne.p @anmolanu look who's in this pic!

anmolanu @darienne.p haha my brother! This guy 😂

🤍 Add a comment...

# 02. Social Media (2015) @ IUPUI UL



2/3

## Content Diversification across our Social Media

### #Events: Open Access Week



IUPUI University Library

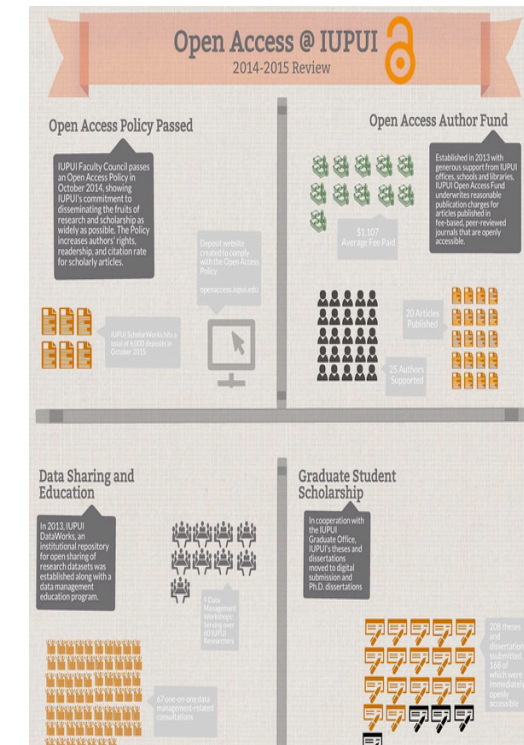
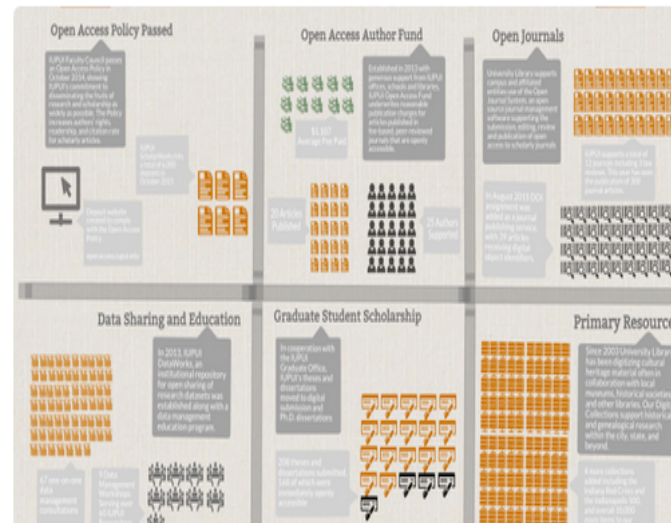
Published by Yoo Young Lee [?] · October 19 at 1:27pm · Edited ·

Learn about #OpenAccess #OA #OAWeek



University Library @IUPUI\_ulib · Oct 20

This week is #OAWeek! #Infographic of #OpenAccess at #IUPUI #Library



iupui\_ulib

newnor27, getursparkieonfitness, lumckinneylaw, misseeki, maddie\_mae, addydebq, jaireeodell, memographic.co and parrrand like this

iupui\_ulib This week is #oaweek2015! #infographic of #OpenAccess at #IUPUI #library

Add a comment...

## 02. Social Media (2015) @ IUPUI UL



2/3

**Content Diversification across our Social Media**

### #News: Book Club



**IUPUI University Library**

Published by Anna Proctor [?] · October 16 at 10:17am · Edited ·

Do you like to read? Do you like lunch? Join us on Friday, November 13 for our book club discussion of LaShonda Katrice Barnett's "Jam on the Vine." It's the story of two women founding the first female-run African American newspaper in 1919 Kansas City. All IUPUI students, faculty, and staff are welcome to attend. Please RSVP to [aproctor@iupui.edu](mailto:aproctor@iupui.edu)



Home - University Library Book Club - LibGuides at Indiana University-Purdue University Indianapolis

[IUPUI.CAMPUSGUIDES.COM](http://IUPUI.CAMPUSGUIDES.COM)



**University Library** @IUPUI\_ulib · Feb 19

Join the University Library Book Club for a discussion of Louise Erdrich's "The Round House," a coming-of-age... [fb.me/3EUloCDeQ](https://fb.me/3EUloCDeQ)



## 02. Social Media (2015) @ IUPUI UL



2/3

Content Diversification across our Social Media

### #News: Sculpture



**IUPUI University Library** added 8 new photos.

Published by Taylor Leonard [?] · September 3 · 🌐

Goodbye t-shirts, hello scissors! We are welcoming the new atrium sculpture titled I Dream of Scissors by Jenn Brown for the 2015-2016 school year!



University Library @IUPUI\_ulib · Sep 3

Come to the 2nd floor to see the changing of the atrium sculpture! Goodbye t-shirts, hello scissors!

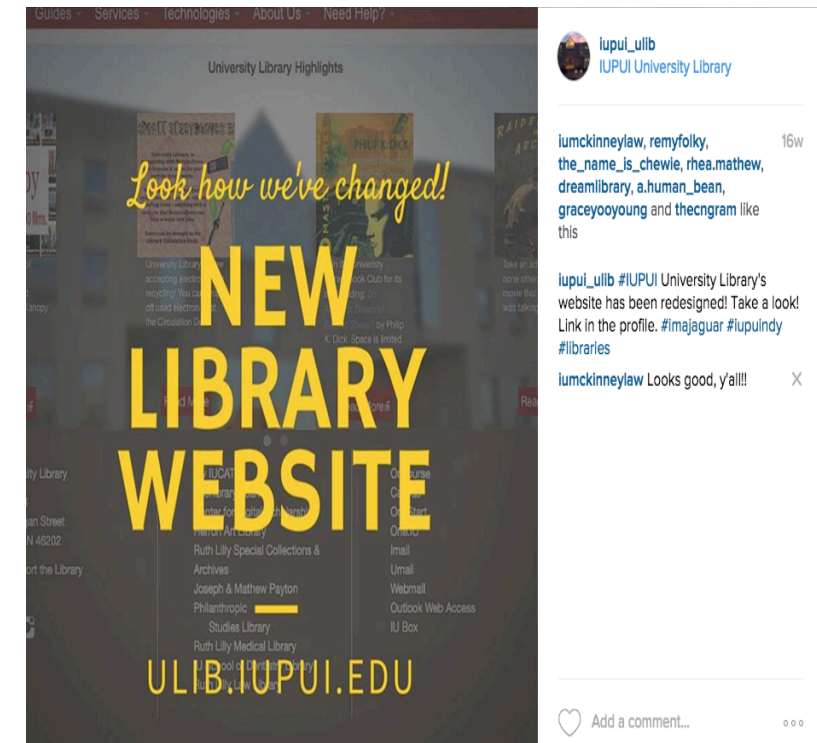
## 02. Social Media (2015) @ IUPUI UL



2/3

Content Diversification across our Social Media

### #News: New Website



## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media

#### #News: Indy Recorder Award



**IUPUI University Library**

Published by Yoo Young Lee [?] · October 22 at 1:55pm · Edited ·

Happy to share great news! #Award #IndianapolisRecorder #IUPUI



**IUPUI University Library honored for digital archive of fourth-oldest African-American newspaper...**

INDIANAPOLIS -- Indiana University-Purdue University Indianapolis University Library was...

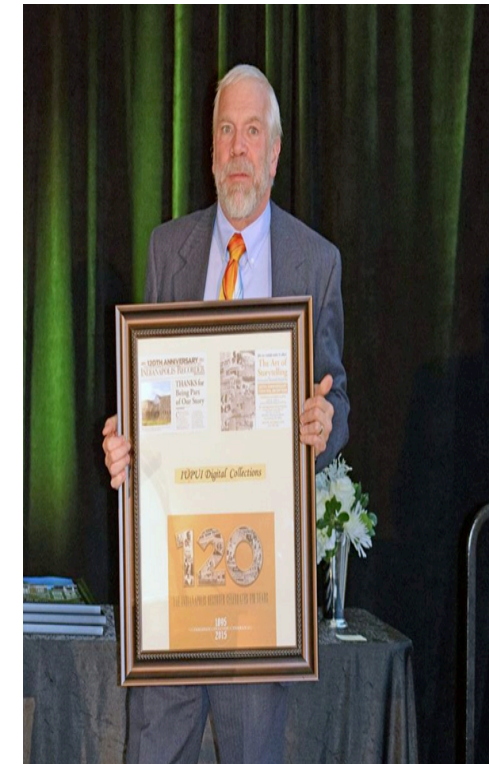
NEWS.IUPUI.EDU

University Library Retweeted



**Diane Brown** @dianebrownindy · Oct 22

University Library Center for Digital Scholarship earns Recorder Award: [go.iu.edu/M8q](http://go.iu.edu/M8q)



**IUPUI UL**

11 likes

2w

IUPUI UL Our dean, David Lewis, on behalf of #UniversityLibrary, got #award #winning #digital #archive of #indyrecorder #IUPUI #imajaguar Image Courtesy: #IUPUINewsroom

♡ Add a comment...

...



## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media

#### #Miscellaneous



IUPUI University Library

Published by Taylor Leonard [?] · September 17 ·

Here's your afternoon PSA from the University Library



University Library @IUPUI\_ulib · Oct 2

#Pink in the Wood Plaza #Fountain to support #CancerAwarenessMonth  
Courtesy: James Jennifer #Indy #IUPUI #Imajaguar



15 likes

16w

iupui\_ulib Blue skies and white clouds today at @IUPUI\_ulib. #IUPUI #iupuiindy #indianapolis #indy #nofilter

Add a comment...

...

## 02. Social Media (2015) @ IUPUI UL



2/3

Content Diversification across our Social Media

### #Tips



IUPUI University Library

Published by Taylor Leonard [?] · May 6 ·

How do you like to study?

#### Study Tip #10

Make Flash Cards. Sometimes the best habits are the ones we've used forever. Writing notes and definitions more than once will help imprint information in your memory, and the cards are a great way to develop and use mnemonic devices and associative phrases.

IUPUI University Library  
www.ulib.iupui.edu



University Library @IUPUI\_ulib · May 2

Studying doesn't stop on the weekends!  
Here's another tip! [fb.me/7b2lZrIEQ](https://fb.me/7b2lZrIEQ)



## 02. Social Media (2015) @ IUPUI UL



2/3

Content Diversification across our Social Media

### #Library Tips



**IUPUI University Library**

Published by Yoo Young Lee [?] · March 3 ·

Don't carry your heavy school bag with books or files. Instead use our graduate study carrel service if you're a graduate student!

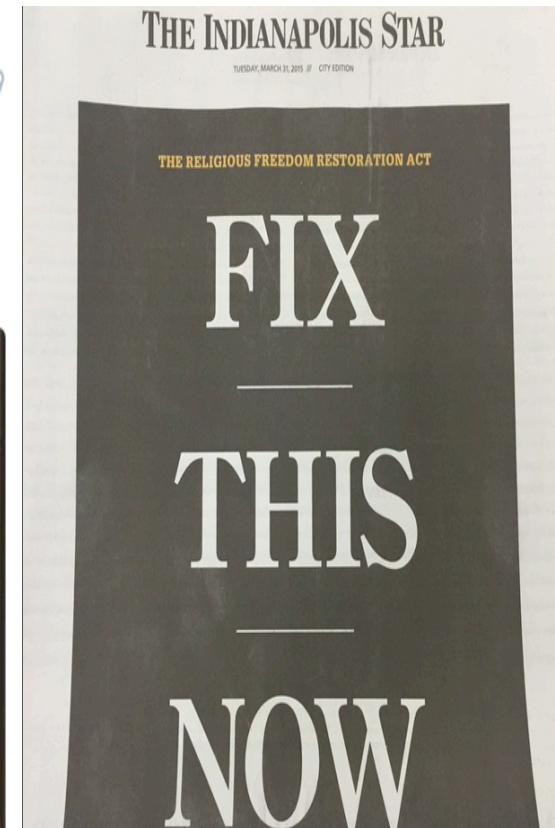
Find more information: [http://ulib.iupui.edu/grad\\_carrels/](http://ulib.iupui.edu/grad_carrels/)

### *UL* **Graduate Study Carrel**



University Library @IUPUI\_ulib · Mar 23

#IUPUI University Library has a 3D Printing Studio available to all students, faculty & staff! [ulib.iupui.edu/info/tech/3d](http://ulib.iupui.edu/info/tech/3d)



IUPUI University Library

renaissancerentals, padraigcullen, nicklambrogi, iumckinneylaw, jwwhale, maddenger and jaguargammaetas like this

IUPUI University Library Everyone is welcome in the #IUPUI University Library. Latest issue of the #indystar is available in the Pop Shop.

Add a comment...

## 02. Social Media (2015) @ IUPUI UL



2/3

### Content Diversification across our Social Media

## #Throwback Thursday



**IUPUI University Library**

Published by Yoo Young Lee [?] · June 18 ·

#Now and #Then for #throwbackthursday...

#NewYork #Street looking west from Blake Street 1935 and now.

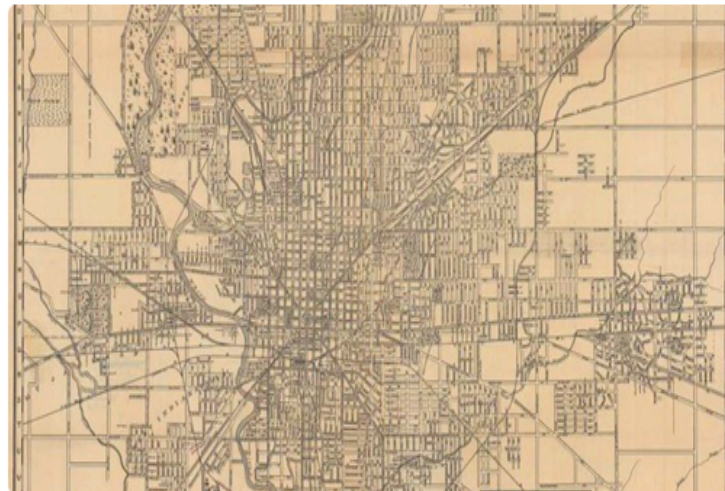
<http://indiamond6.ulib.iupui.edu/.../collect.../IndyHist/id/8248...> See More



University Library @IUPUI\_ulib · May 28

It is bike riding season! What did roads look like in Indianapolis in 1899?

#ThrowbackThursday [tinyurl.com/oblbbri](http://tinyurl.com/oblbbri)



iupui\_ulib

17 likes

5w

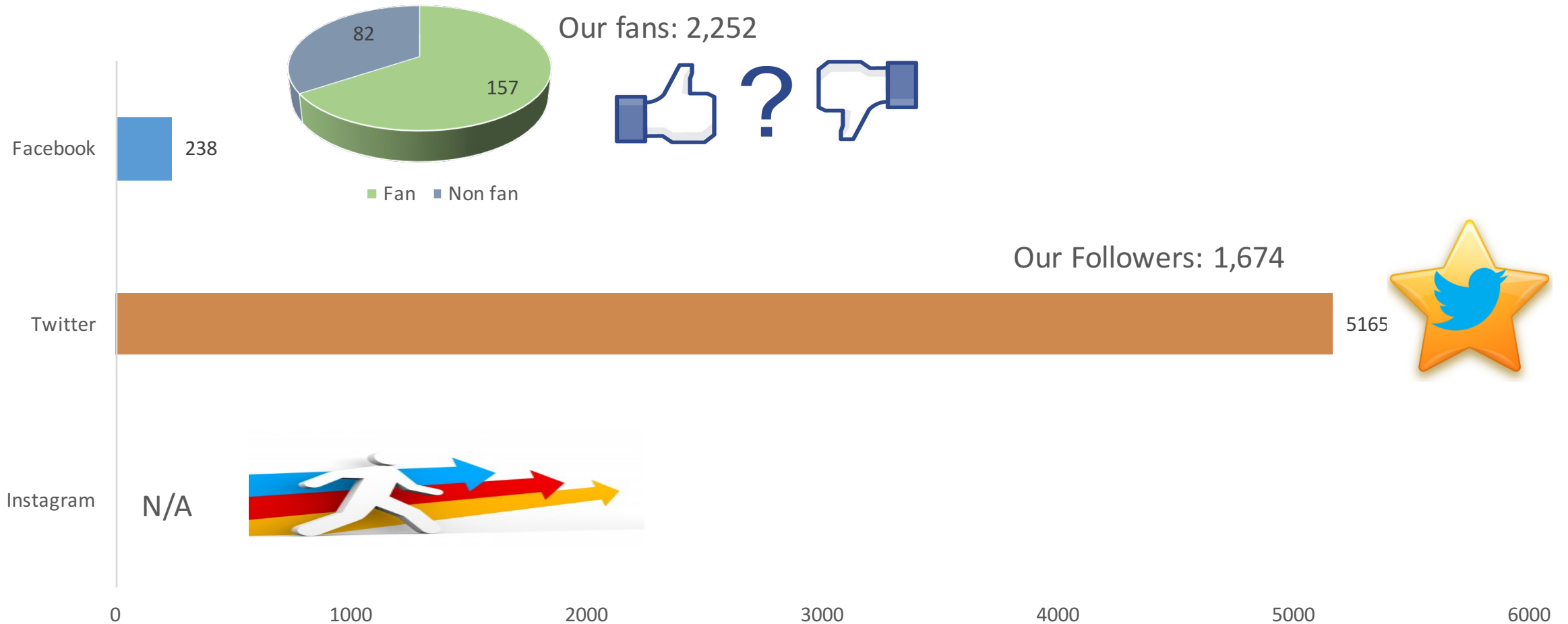
iupui\_ulib In #honor of #Hoosier #Poet #James #Whitcomb #Riley. #Happy #Birthday (October 7th) #throwbackthursday #Indy #Indianapolis #IUPUI #imajaguar

♡ Add a comment...

...

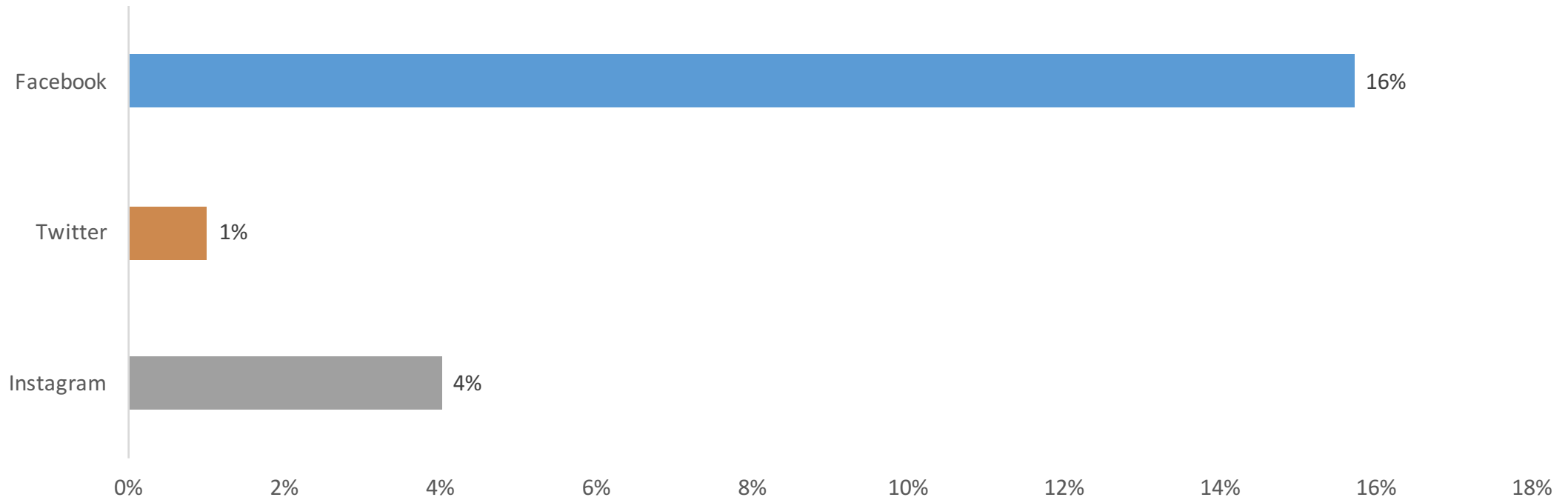
# 03. Data Analysis

## Q. Reach/Impression



# 03. Data Analysis

## Q. Engagement





# 03. Data Analysis

Q. Which content most reached?



Misc. Shared Content



**IUPUI University Library** shared [Indiana University-Purdue University Indianapolis \(IUPUI\)](#)'s video.

Published by Alicia Irwiño [?] · April 1 ·



65,073 Views

**Indiana University-Purdue University Indianapolis (IUPUI)**

April 1 ·

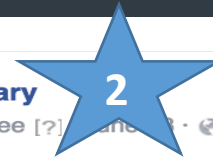
Meet the "Junior Jaguars," a team of people-pleasing felines ready to make your final weeks of the semester a little nicer.

1,130



**IUPUI University Library**

Published by Yoo Young Lee [?] ·



TBT

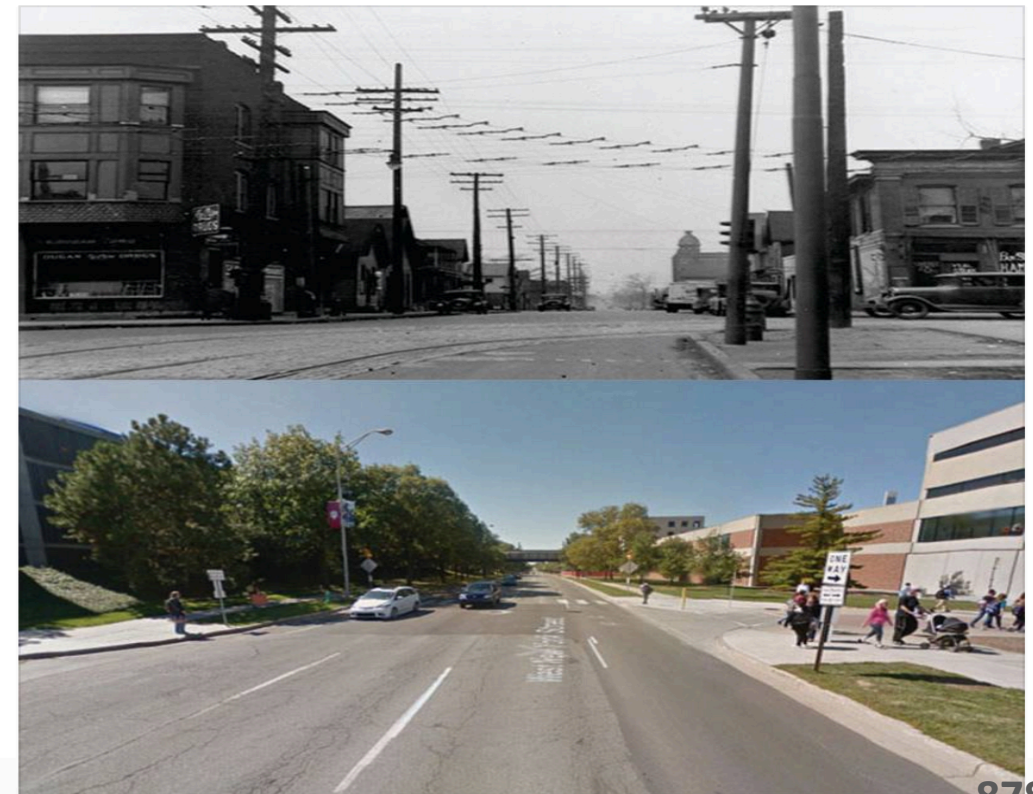
#Now and #Then for #throwbackthursday...

#NewYork #Street looking west from Blake Street 1935 and now.

<http://indiamond6.ulib.iupui.edu/.../collect.../IndyHist/id/8248>

#indianapolis #indy #IUPUI #IUPUIIndy #imajaguar #IndyDT

IUPUI Center for #Digital #Scholarship



878

# 03. Data Analysis

Q. Which content most reached?



3

Misc. Shared Content



**IUPUI University Library** shared Indiana University-Purdue University Indianapolis (IUPUI)'s video.

Published by Willie Miller [?] · April 2 ·

Junior Jaguar outtakes. 😊



7,183 Views

**Indiana University-Purdue University Indianapolis (IUPUI)**

April 2 · Edited ·

Cats don't always cooperate. Here are the outtakes from our "Junior Jaguars" video shoot. Thanks to Love on a Leash-North Central Indiana Chapter for being great partners!

846



Misc. Shared Content



**IUPUI University Library** shared Indiana University-Purdue University Indianapolis (IUPUI)'s video.

Published by Yoo Young Lee [?] · March 5 ·



22,552 Views

**Indiana University-Purdue University Indianapolis (IUPUI)**

March 5 ·

See how IUPUI is fulfilling its promise to students, employees, the state of Indiana and beyond. #imajaguar

804



Library Tips

739



**IUPUI University Library**

Published by Willie Miller [?] · March 23 ·

The #IUPUI University Library has a 3D Printing Studio available to all students, faculty, and staff! Visit the webpage for more details and a gallery of recently printed jobs. <http://ulib.iupui.edu/info/tech/3d>



## 03. Data Analysis

### Q. Reach on Average



600

500

400

300

200

100

0

Jan.

Feb.

Mar.

Apr.

May

June

July

Aug.

Sept.

Oct.





## 03. Data Analysis

Q. Which content most reached?

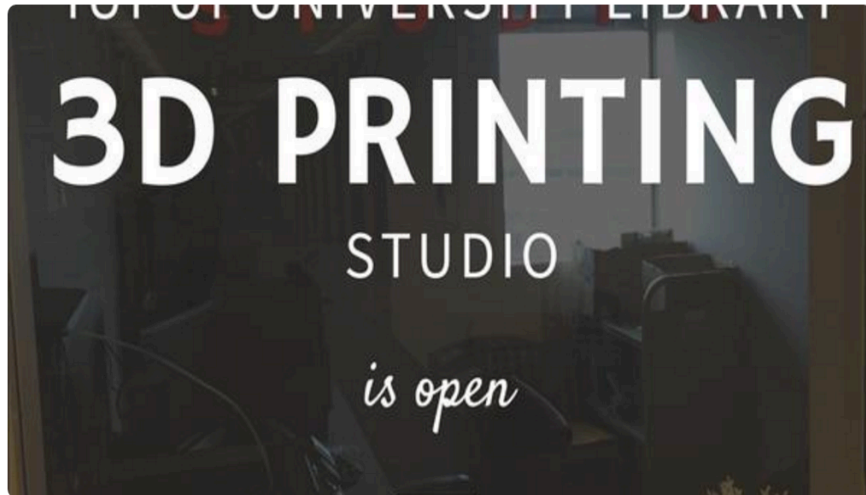


Library Tips



University Library @IUPUI\_ulib · Mar 23

#IUPUI University Library has a 3D Printing Studio available to all students, faculty & staff! [ulib.iupui.edu/info/tech/3d](http://ulib.iupui.edu/info/tech/3d)



32,055



Events



University Library @IUPUI\_ulib · Apr 29

There will be dogs in the library during extended hours! [fb.me/2e4OHcavz](https://fb.me/2e4OHcavz)

18,560




# 03. Data Analysis

Q. Which content most reached?



Events


 **University Library** @IUPUI\_ulib · Feb 12  
Cold outside? Come to the Library, post it and get one of the colorful cups!  
[#IHeartUL](#) [#IUPUI](#) [#imajaguar](#)

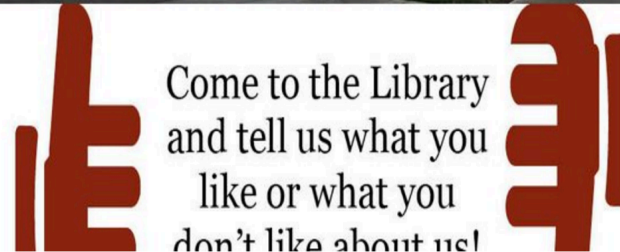


14,095



Events

 **University Library** @IUPUI\_ulib · Feb 5  
Post your thoughts, feelings, anything on the lovely [#IHeartUL](#) board on the 2nd floor!  
[#IUPUI](#) [#ILoveLibraries](#)



12,193



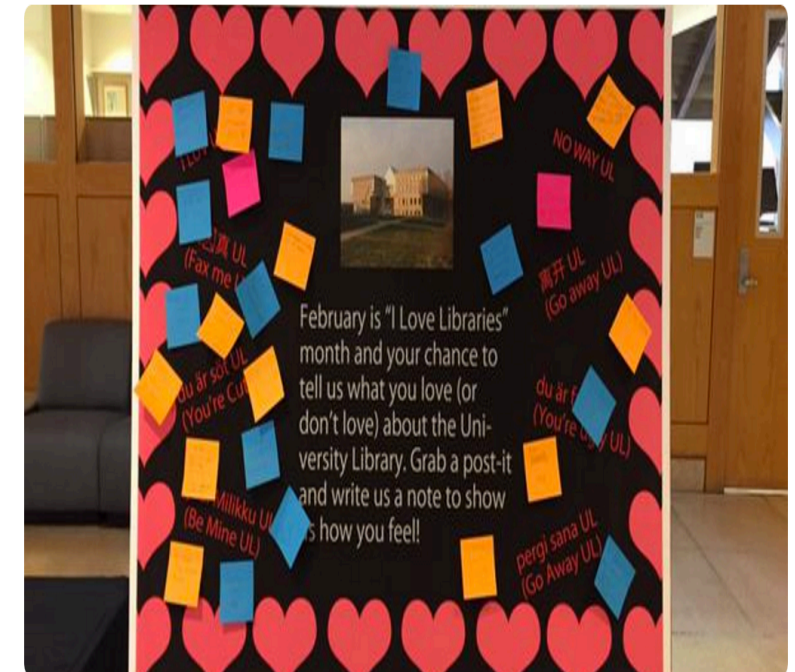
Events



**University Library** @IUPUI\_ulib · Feb 3

Come to the [@IUPUI\\_ulib](#) and tell us what you like or dislike about us!

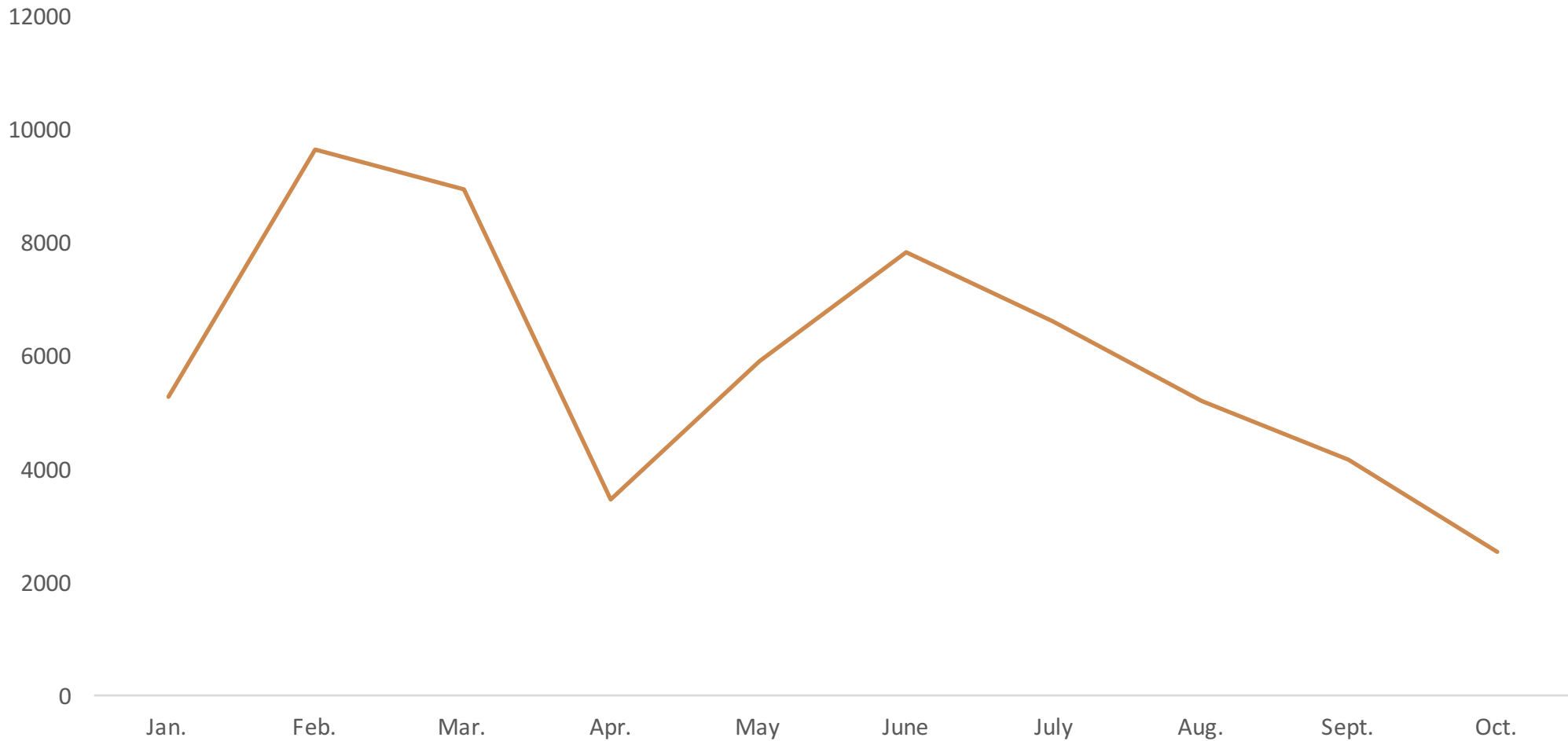
[#iupui](#) [#IHeartUL](#)



11,792

## 03. Data Analysis

### Q. Impression on Average



# 03. Data Analysis

Q. Which content got most user engagement?

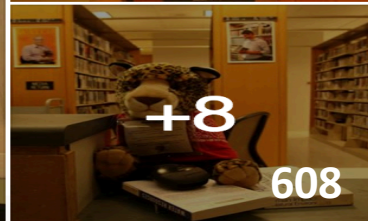


Events



IUPUI University Library added 11 new photos to the album: **Jordan the Jaguar, #passthejag** — at IUPUI University Library.  
Published by Willie Miller [?] · January 14 · 🌐

Jordan the Jaguar of **#passthejag** fame stopped by the library today. Here are some moments from his visit.



+8

608

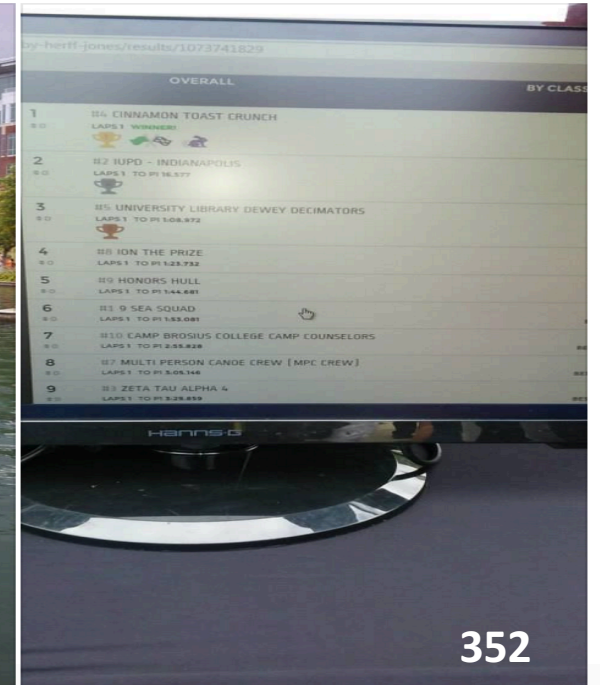


Events



IUPUI University Library added 2 new photos to the album: **2015 IUPUI Regatta** — at Downtown Indy Canal.  
Published by Alicia Irwiño [?] · September 21 · 🌐

University Library Dewey Decimators 2015 IUPUI Regatta co-ed team



352



# 03. Data Analysis

Q. Which content got most user engagement?



3

Misc. Shared Content



4

Events



**IUPUI University Library** shared Indiana University-Purdue University Indianapolis (IUPUI)'s video.

Published by Alicia Irwiño [?] · April 1 ·



65,073 Views

**Indiana University-Purdue University Indianapolis (IUPUI)**

April 1 ·

Meet the "Junior Jaguars," a team of people-pleasing felines ready to make your final weeks of the semester a little nicer.



**IUPUI University Library** added 4 new photos to the album: Library Open House for new faculty, Aug 2015 — at IUPUI University Library.

Published by Alicia Irwiño [?] · August 18 ·



5

TBD



**IUPUI University Library**

Published by Yoo Young Lee [?] · June 18 ·

#Now and #Then for #throwbackthursday...

#NewYork #Street looking west from Blake Street 1935 and now.

<http://indiamond6.ulib.iupui.edu/.../collect.../IndyHist/id/8248>

#indianapolis #indy #IUPUI #IUPUIIndy #imajaguar #IndyDT

IUPUI Center for #Digital #Scholarship



# 03. Data Analysis

## Q. Engagement



# 03. Data Analysis

Q. Which content got most user engagement?



Events



University Library @IUPUI\_ulib · Jan 14

Jordan the Jaguar prowled around the #iupui library looking for something juicy to read. #passthejag



390



Events



University Library @IUPUI\_ulib · Feb 12

Cold outside? Come to the Library, post it and get one of the colorful cups!  
#IHeartUL #IUPUI #imajaguar



294



# 03. Data Analysis

Q. Which content got most user engagement?



3

Library Tips



University Library @IUPUI\_ulib · Apr 9

We are pleased to announce that the Library has recently introduced the new Netflix-like video streaming service,... [fb.me/7cwWVdh9x](https://fb.me/7cwWVdh9x)

82



Library Tips



University Library @IUPUI\_ulib · Mar 23

#IUPUI University Library has a 3D Printing Studio available to all students, faculty & staff! [ulib.iupui.edu/info/tech/3d](http://ulib.iupui.edu/info/tech/3d)



78



Misc.



University Library @IUPUI\_ulib · Oct 2

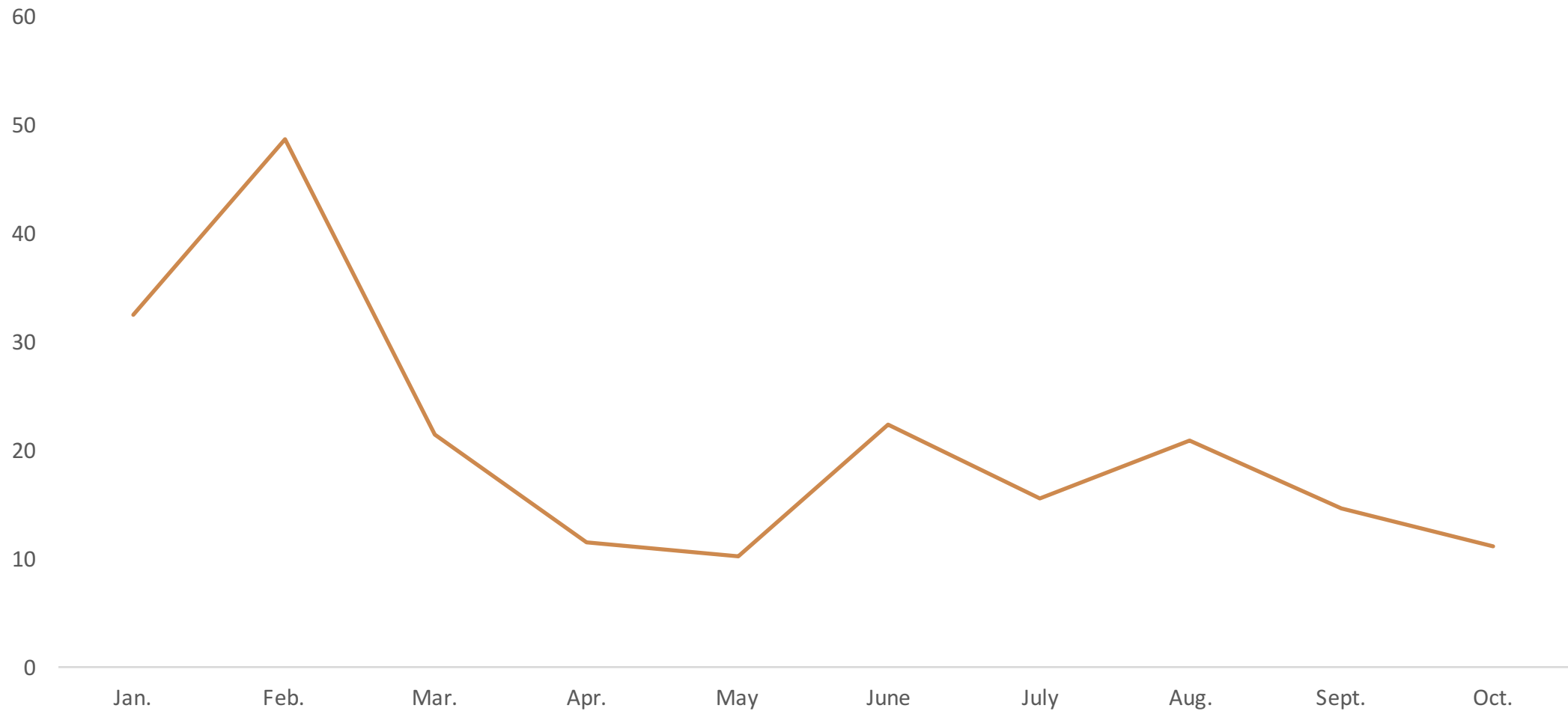
#Pink in the Wood Plaza #Fountain to support #CancerAwarenessMonth  
Courtesy: James Jennifer #Indy #IUPUI  
#Imajaguar



72

## 03. Data Analysis

### Q. Engagement





# 03. Data Analysis

Q. Which content got most user engagement?



1

Misc.



iupui\_ulib

34 likes

5w

iupui\_ulib #Pink in the Wood Plaza  
#Fountain to support #cancerawareness at  
#iupui #imajaguar #indy Picture courtesy:  
Jennifer James



Add a comment...



34

2

Events



iupui\_ulib  
IUPUI University Library

20 likes

10w

iupui\_ulib On Wednesdays, we wear  
#JagSwag. We're also giving it away today  
until 4pm. Stop by for games, popcorn, and  
free stuff! #IUPUI #imajaguar

otb777 @asanino 🍷👍 x

asanino @otb777 you caught me! x

otb777 That's my job 🤖👍 x

@asanino



Add a comment...



23



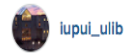
# 03. Data Analysis

Q. Which content got most user engagement?



3

TBD



lupul\_ulib

21 likes

25w

lupul\_ulib It is the Indianapolis Motor Speedway Pagoda, 1954.  
#throwbackthursday #indy500 #pagoda  
#speedway #motor #racing #indianapolis  
#indy #culture #heritage #sports #iupui

♡ Add a comment...

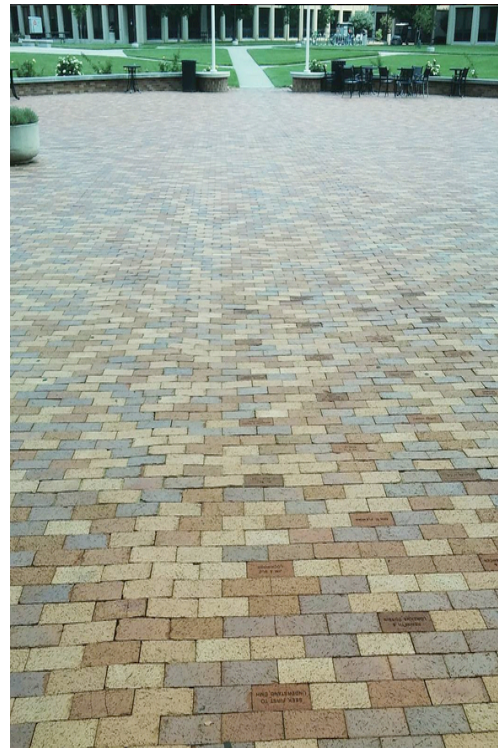
...

21



4

Misc.



lupul\_ulib  
IUPUI University Library

21 likes

11w

♡ Add a caption...

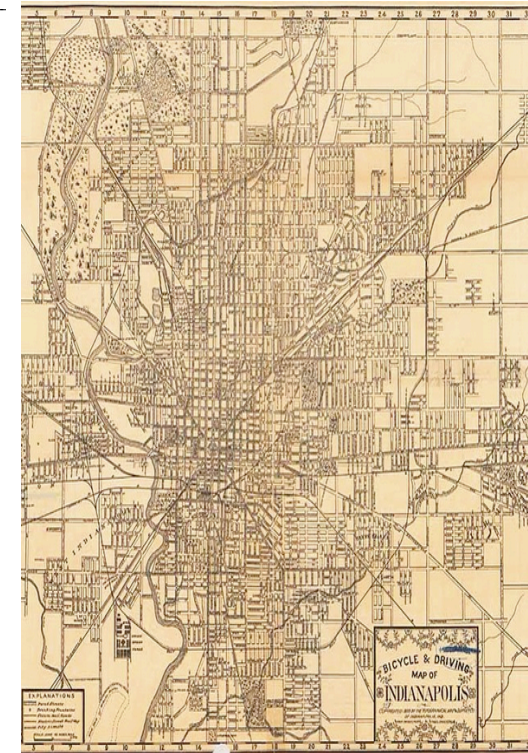
...

21



5

TBD



lupul\_ulib

18 likes

23w

lupul\_ulib It is bike riding season! What did roads look like in Indianapolis in 1899?  
#throwbackthursday #bike #bicycle #indy  
#indianapolis #history #culture #heritage  
#1899 #iupui

launicala @ljnino

×

library\_willie #IUPUIindy

×

♡ Add a comment...

...

20

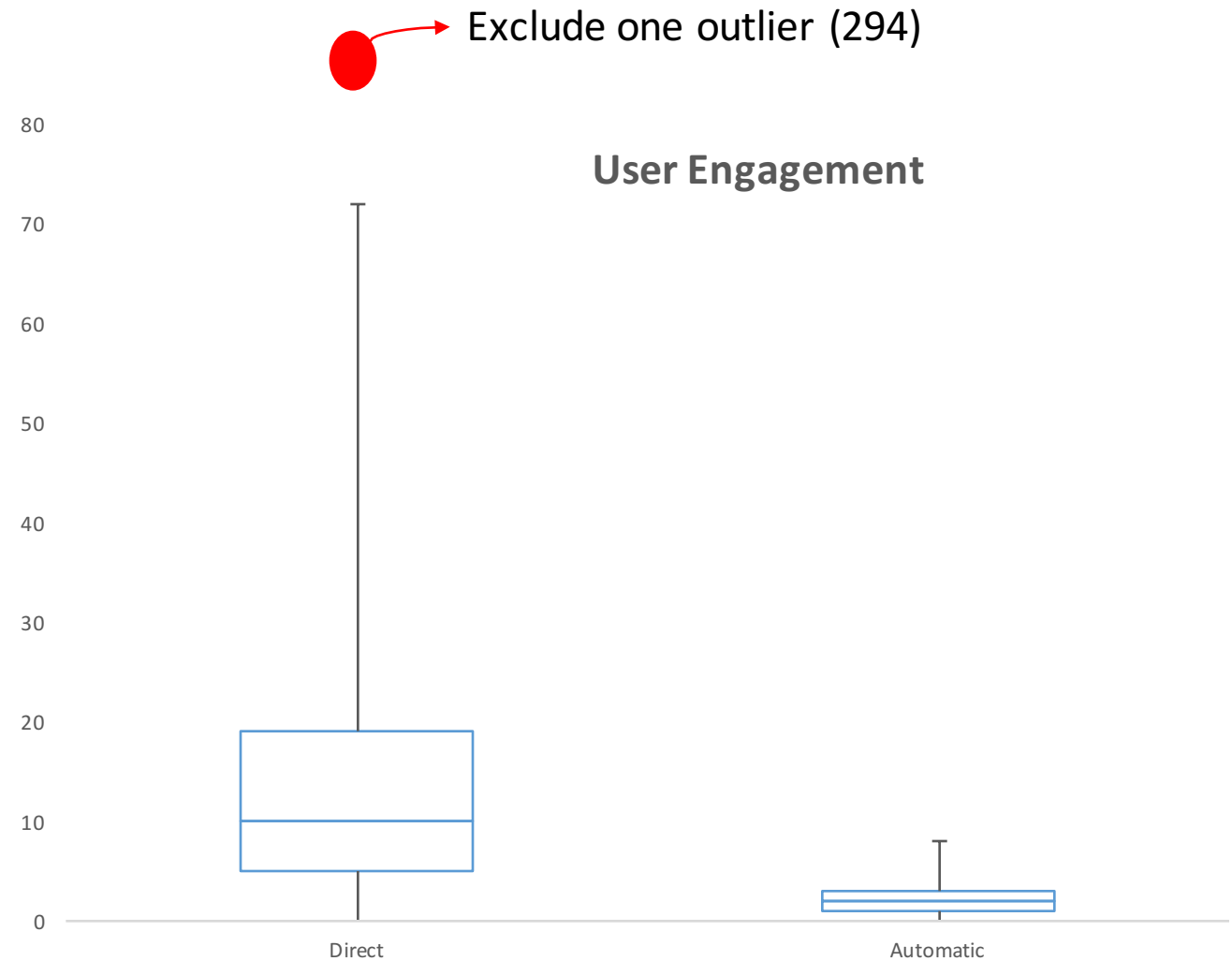
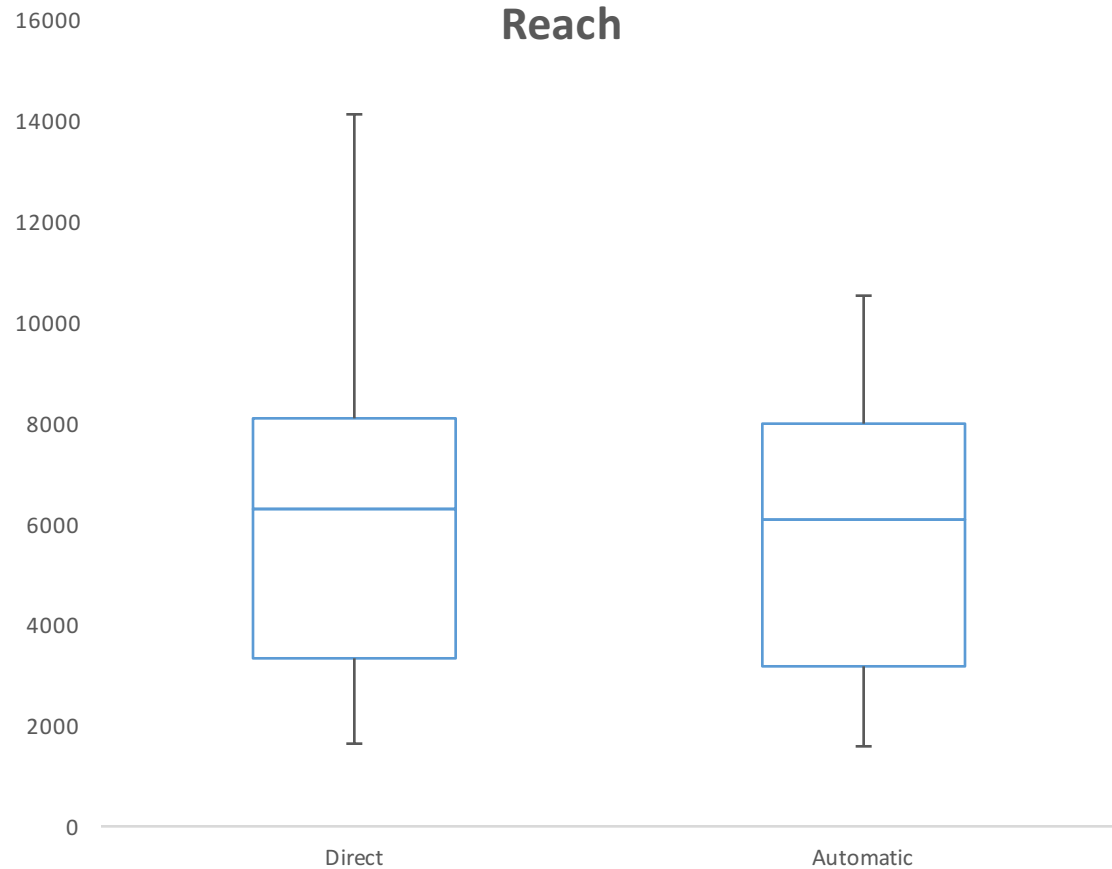
# 03. Data Analysis

## Q. Engagement



# 03. Data Analysis

## Q. Automatic post





# 03. Data Analysis

## Q. Automatic post



### Reach

<i>t-Test: Two-Sample Assuming Equal Variances</i>	<i>Direct</i>	<i>Automatic</i>
Mean	6128.71	5742.32
Variance	11258622.95	8260330.74
Observations	28.00	28.00
Pooled Variance	9759476.85	
Hypothesized Mean Difference	0.00	
df	54.00	
t Stat	0.46	
P(T<=t) one-tail	0.32	
t Critical one-tail	1.67	
P(T<=t) two-tail	<b>0.65</b>	
t Critical two-tail	2.00	



### User Engagement

<i>t-Test: Two-Sample Assuming Equal Variances</i>	<i>Direct</i>	<i>Automatic</i>
Mean	15.70	2.37
Variance	258.14	4.24
Observations	27.00	27.00
Pooled Variance	131.19	
Hypothesized Mean Difference	0.00	
df	52.00	
t Stat	4.28	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.67	
P(T<=t) two-tail	<b>0.00</b>	
t Critical two-tail	2.01	

# 03. Data Analysis

## Q. Automatic post

**Be careful!!!! Don't make your followers guess!!!!**



University Library @IUPUI\_ulib · May 14

[fb.me/6yuV1PxfH](https://fb.me/6yuV1PxfH)



University Library @IUPUI\_ulib · Oct 19

[fb.me/3yF8zraA2](https://fb.me/3yF8zraA2)

# 03. Data Analysis

## Q. Use of multimedia



**IUPUI University Library**

Published by Taylor Leonard [?] · September 3 ·

Come to the 2nd floor to see the changing of the atrium sculpture! Goodbye t-shirts, hello scissors!

Reach: 71  
Engagement: 1



**IUPUI University Library** added 8 new photos.

Published by Taylor Leonard [?] · September 3 ·

Goodbye t-shirts, hello scissors! We are welcoming the new atrium sculpture titled I Dream of Scissors by Jenn Brown for the 2015-2016 school year!



Reach: 342  
Engagement: 79

# 03. Data Analysis

## Q. Use of multimedia



University Library @IUPUI\_ulib · Feb 3

Come to the @IUPUI\_ulib and tell us about what you like or dislike about us! #iupui #iupui\_library #IHeartUL

Impression: 6128  
Engagement: 0



University Library @IUPUI\_ulib · Feb 3

Come to the @IUPUI\_ulib and tell us what you like or dislike about us!  
#iupui #IHeartUL

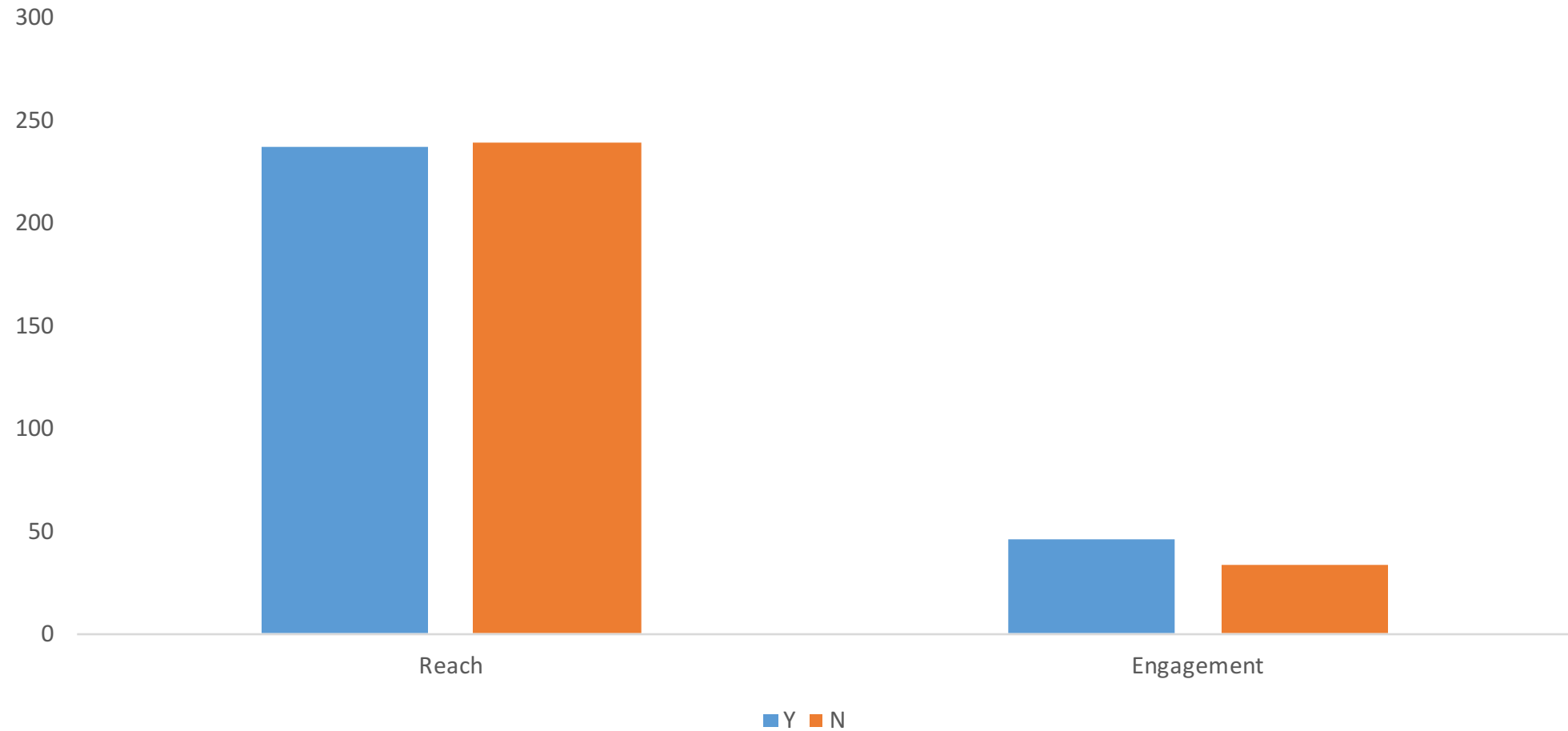


Impression: 11792  
Engagement: 132



# 03. Data Analysis

## Q. Use of hashtag



# 03. Data Analysis

## Q. Use of hashtag

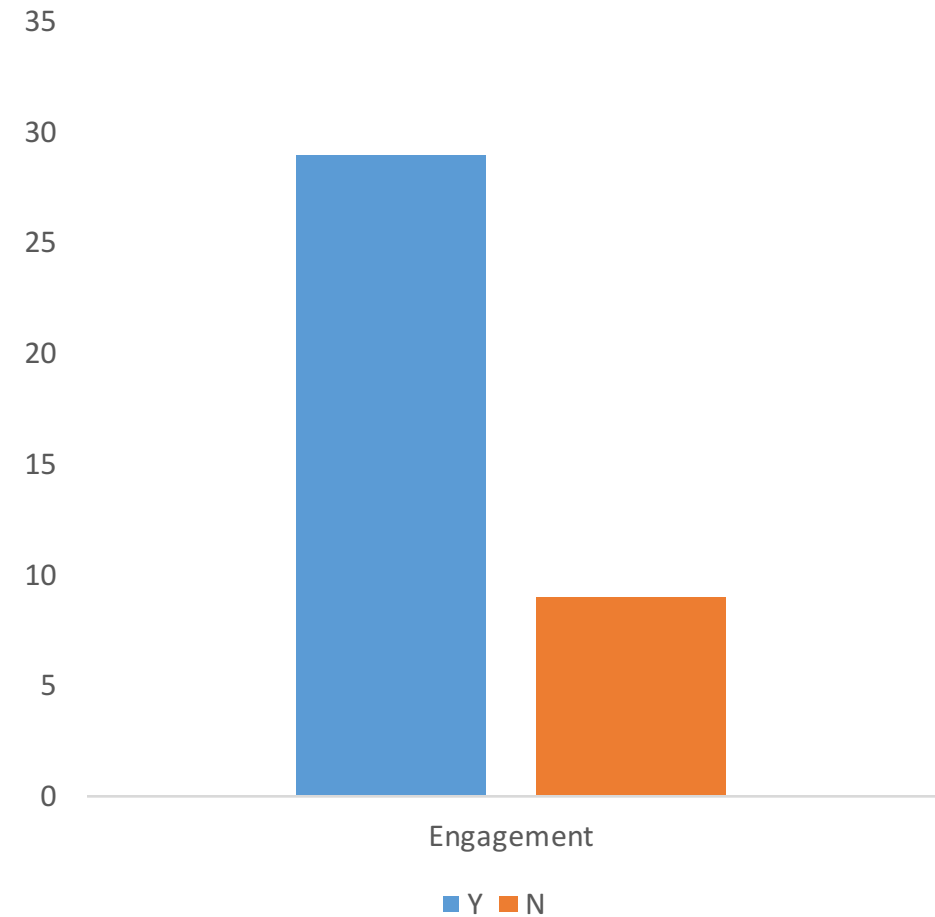
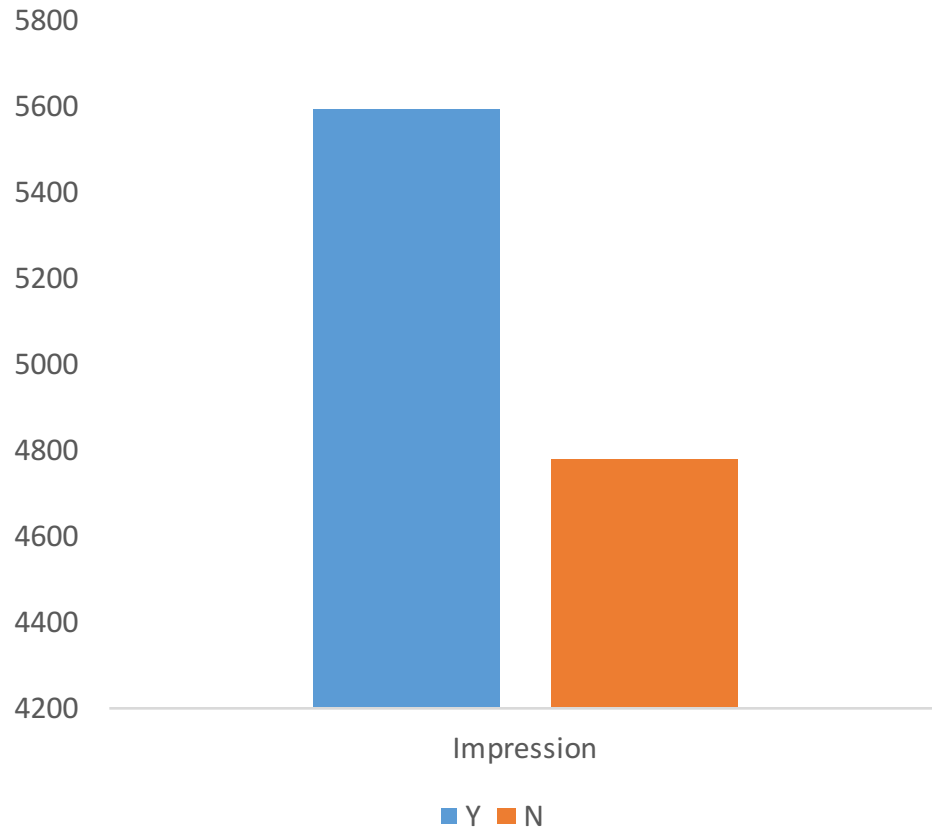


<i>Reach</i>	<i>Y</i>	<i>N</i>
Mean	236.90	238.73
Variance	37162.69	42825.23
Observations	48.00	73.00
Pooled Variance	40588.76	
Hypothesized Mean Difference	0.00	
df	119.00	
t Stat	-0.05	
P(T<=t) one-tail	0.48	
t Critical one-tail	1.66	
P(T<=t) two-tail	<b>0.96</b>	
t Critical two-tail	1.98	

<i>Engagement</i>	<i>Y</i>	<i>N</i>
Mean	46.23	34.33
Variance	8038.05	2786.08
Observations	48.00	73.00
Pooled Variance	4860.39	
Hypothesized Mean Difference	0.00	
df	119.00	
t Stat	0.92	
P(T<=t) one-tail	0.18	
t Critical one-tail	1.66	
P(T<=t) two-tail	<b>0.36</b>	
t Critical two-tail	1.98	

## 03. Data Analysis

### Q. Use of hashtag



# 03. Data Analysis

## Q. Use of hashtag



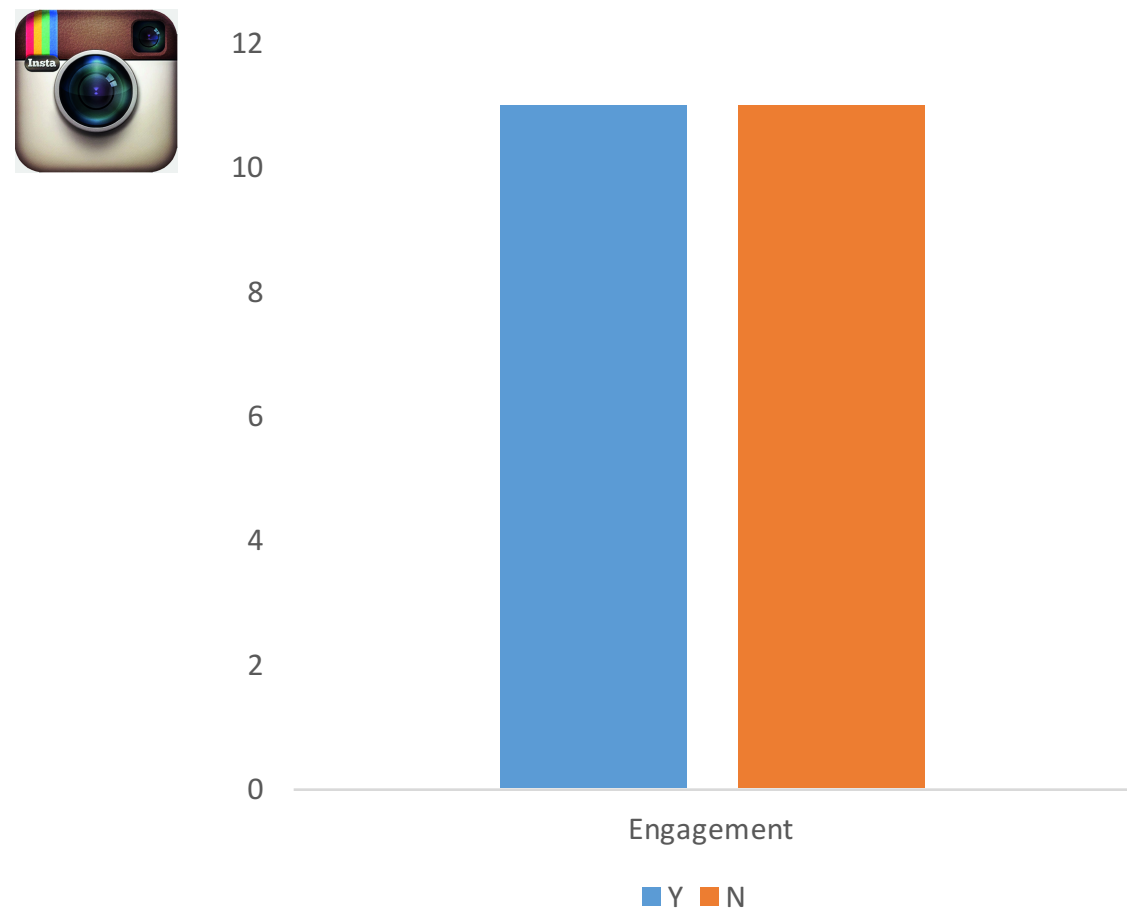
<i>Reach</i>	<i>Y</i>	<i>N</i>
Mean	5591.44	4779.10
Variance	17806446.93	7981819.26
Observations	75.00	83.00
Pooled Variance	12642219.56	
Hypothesized Mean Difference	0.00	
df	156.00	
t Stat	1.43	
P(T<=t) one-tail	0.08	
t Critical one-tail	1.65	
P(T<=t) two-tail	<b>0.15</b>	
t Critical two-tail	1.98	

<i>Engagement</i>	<i>Y</i>	<i>N</i>
Mean	28.60	8.81
Variance	3333.73	133.23
Observations	75.00	83.00
Pooled Variance	1651.42	
Hypothesized Mean Difference	0.00	
df	156.00	
t Stat	3.06	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	<b>0.00</b>	
t Critical two-tail	1.98	



# 03. Data Analysis



## Q. Use of hashtag



Engagement		Y	N
Mean		11.37	11.20
Variance		26.03	35.51
Observations		59.00	10.00
Pooled Variance		27.30	
Hypothesized Mean Difference		0.00	
df		67.00	
t Stat		0.10	
P(T<=t) one-tail		0.46	
t Critical one-tail		1.67	
P(T<=t) two-tail		0.92	
t Critical two-tail		2.00	


## 03. Data Analysis

Q. Links from Social Media (Digital Collections): from Jan. 1 to Oct. 31, 2015

Social Network		Sessions	% Sessions
1. Facebook	Last year: 1574	2,286	 75.75%
2. Pinterest		213	 7.06%
3. Twitter	Last year: 155	180	 5.96%
4. reddit		151	 5.00%
5. Blogger		113	 3.74%
6. WordPress		40	 1.33%
7. Sina Weibo		15	 0.50%
8. Tumblr		6	 0.20%
9. TypePad		5	 0.17%
10. Yelp		4	 0.13%




## 03. Data Analysis

Q. Links from Social Media (UL Website ): from Jan. 1 to Oct. 31, 2015

Social Network		Sessions	% Sessions
1. Facebook	Last year: 1546	1,932	72.04%
2. Twitter	Last year: 629	222	8.28%
3. Naver		200	7.46%
4. Douban		88	3.28%
5. Blogger		64	2.39%
6. Sina Weibo		51	1.90%
7. LinkedIn		45	1.68%
8. TypePad		16	0.60%
9. Pinterest		13	0.48%
10. Netvibes		7	0.26%

# 04. Lessons Learned

## Facebook vs. Twitter vs. Instagram

			
Reach	Less reached	Largest Penetration in the U.S.	N/A
User Engagement	Better engaged	Engaged	Increasing
Multimedia	Better reach/user engagement	Better reach/user engagement	All about pictures and videos
Hashtag	No difference	Better user engagement	No difference



# 04. Lessons Learned

## Facebook vs. Twitter vs. Instagram for Multimedia



University Library @IUPUI\_ulib · Sep 21

With possibly the oldest #IUPUIRegatta member paddling, the University Library had KNOWLEDGE in their canoe on Sat.!



940 pixels x 788 pixels



1024 pixels x 512 pixels



620 pixels x 640 pixels

# 04. Lessons Learned

## Collaboration



IUPUI University Library added 11 new photos to the album: Jordan the Jaguar, #passthejag — at IUPUI University Library.

Published by Willie Miller [?] · January 14 ·

Jordan the Jaguar of #passthejag fame stopped by the library today. Here are some moments from his visit.



IUPUI University Library added 7 new photos to the album: 2015 IUPUI Regatta — at Downtown Indy Canal.

Published by Alicia Irwiño [?] · September 21 ·

University Library Dewey Decimators 2015 IUPUI Regatta co-ed team





# 04. Lessons Learned

## Collaboration



University Library Retweeted



**Nasser Paydar** @paydar · Oct 22

Way to go @IUPUI\_ulib @IUPUI for award-winning digital archive of @IndyRecorder! [go.iu.edu/M8c](http://go.iu.edu/M8c)

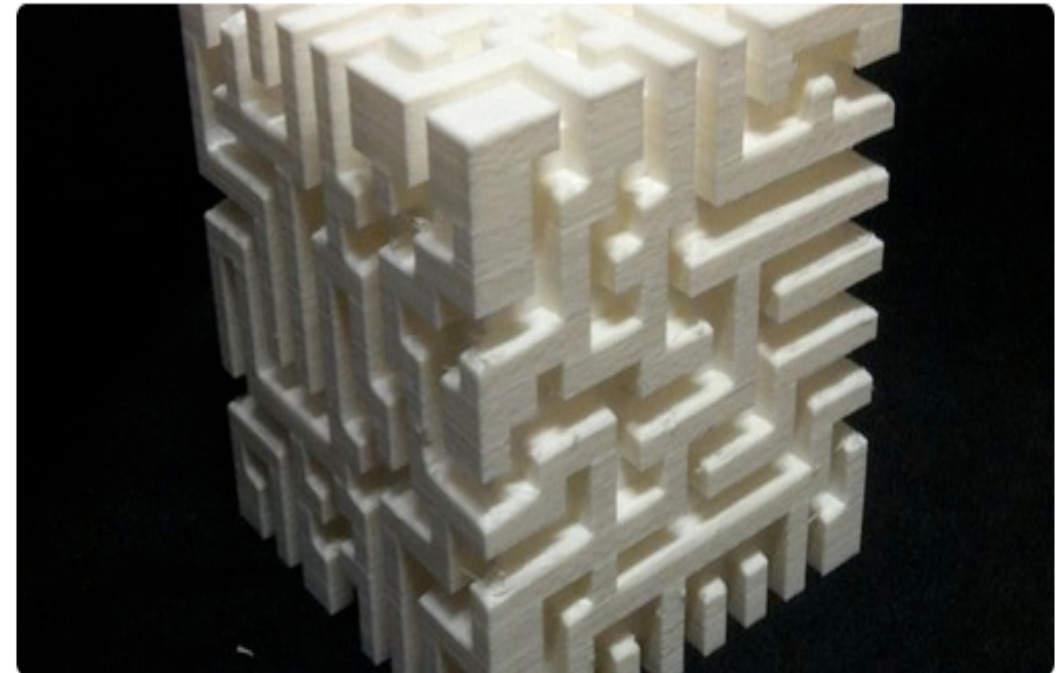


University Library Retweeted



**IUPUI** @IUPUI · Oct 23


Printers of the future! Projects taking unusual shapes in @IUPUI\_ulib's 3D Printing studio: [go.iu.edu/MsU](http://go.iu.edu/MsU).



# 04. Lessons Learned

## Collaboration




 **iupui\_ulib**  
IUPUI University Library

hayleighcook96, getursparkleonfitness, stotty\_15, addydebq, lumckinneylaw, library\_willie, itslibrarymarc, maddie\_mae, a.human\_bean and ivylawrencelib like this

iupui\_ulib Get a #libraryjag while supplies last! #iupui #imajaguar

 Add a comment... ...



 **iupui** FOLLOWING

203 likes 3w

iupui Get a FREE 3D printed #LibraryJag today from the @iupui\_ulib! Find them at the Pop Shop on the second floor of the library at NOON. Get there fast -- these won't last long! (While supplies last.) #IUPUI #imajaguar #InstaJags #InstaUPUI #iupuilibrary #indy #college #library #printing #3dprinting

sydneybluegreen @jcar195

stacy\_diana @stephanyavarrete

lissy1816 @britbayless

karaboobear @croatiancreation

studio\_grun Rad!

jmarcial15 @kellyy\_haines

sndichu93 @juddyshiks chukulia dada yako moja lol

juddyshiks @sndichu93 Wuihh ziko wapi hizi nikunyakulie mission

 Add a comment... ...



# 04. Lessons Learned

## Reaction: We Listen to You



IUPUI University Library was mentioned in a post.



**The Frederick Douglass Papers**

October 28 at 2:00pm · Edited ·

Like Page

Indiana University-Purdue University Indianapolis (IUPUI) IUPUI University Library Indiana University – Purdue University Indianapolis Indianapolis Recorder Newspaper #BlackHistory #AmericanHistory #IndianaHistory #imajag #IUPUI



**IUPUI University Library honored for digital archive of fourth-oldest African-American newspaper...**

INDIANAPOLIS -- Indiana University-Purdue University Indianapolis University Library was...

NEWS.IUPUI.EDU

1 Like



Like

Comment

Share

IUPUI University Library likes this.

IUPUI University Library was mentioned in a post.



**The Avenue Newspaper**

October 18 at 5:51pm ·

Like Page

Remember, Indiana University-Purdue University Indianapolis (IUPUI) is on #FallBreak this Monday and Tuesday. Enjoy the time off. Jagtag Athletics IUPUI University Library



2 Likes 1 Share



# 04. Lessons Learned

## Reaction: We Listen to You



University Library Retweeted

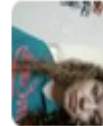


**Catherine Baran** @chbaran413 · May 4

Thanks @IUPUI\_ulib #freesnacks #freecoffee #extendedhours



University Library Retweeted



**Allison Pierson** @misplacedTEXAN9 · Oct 15

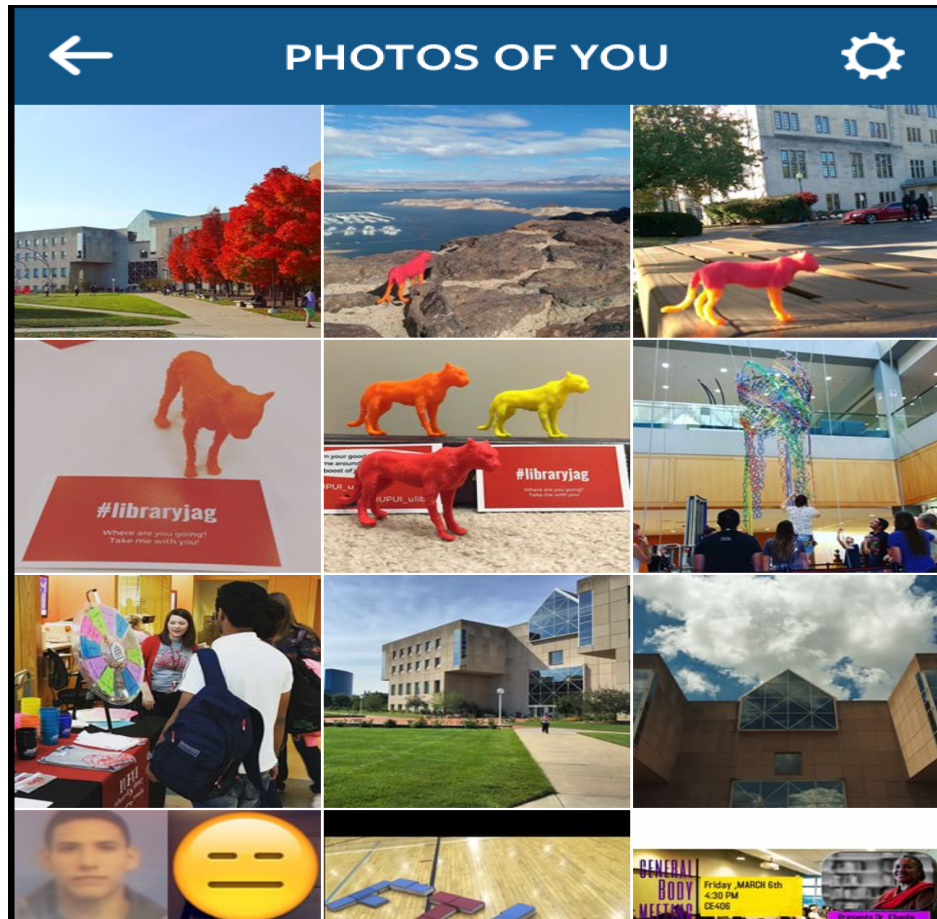
Good thing I have this guy to help me with this spanish paper.  
#libraryjag @IUPUI\_ulib #midterms #spanishpoetry





# 04. Lessons Learned

## Reaction: We Listen to You



## 05. Tools

Canva



<https://www.canva.com/>

Layout from Instagram



LAYOUT  
Instagram



# UL Social Media



<https://www.facebook.com/iupuilibrary/>



[https://twitter.com/IUPUI\\_ulib](https://twitter.com/IUPUI_ulib)



[https://instagram.com/iupui\\_ulib/](https://instagram.com/iupui_ulib/)

# When Usability Meets Social Media

**Strengthen Your Connections with Users**



**Yoo Young Lee**

Digital User Experience Librarian  
Liaison Librarian to the School of Health  
and Rehabilitation Sciences

**Willie Miller**

Liaison Librarian to the School of  
Informatics and the Department of  
Journalism and Public Relations